



Vision 2020 Standing Committee Meeting Minutes

March 14, 2018

7:30 PM

Town Hall Annex, First Floor Conference Room

Present: Juli Brazile, Annie LaCourt, Nat Strosberg, Amy Goldstein, Sue Doctrow, Elisabeth Carr-Jones

Absent: Scott Lever, Jen Toole

1. Welcome and agenda review – we agreed to take some items out of order. These minutes reflect the flow the discussion but maintain the numbers on the agenda.

2. Approve January Minutes - Amy, Annie, Juli, Nat (present on that date) voted to approve

4. Report on Board of Selectmen hearing - Sue presented our article and said that the Board was supportive with no questions or concerns.

7. Quick updates:

a) All Precincts Meeting, Thurs April 12– Annie reported on progress, the room is booked and many TMMs have RSVPed and she believes all precincts are covered, or will be by then. Several present at our meeting confirmed that they'd be there. Juli and Annie will discuss their budget presentation with Adam Chapdelaine and Sandy Pooler on the 20th (it will probably be a 15–20 min presentation, leave time for Q/A, will suggest limiting it to 4 slides). Press announcements will go out at appropriate times to the Advocate, YourArlington. The flyer for display at Candidate's Night will be modified from last year. Starting time is 7:00 pm, with breakout groups not meeting til about 7:45.

b) Candidate's Night, Wed Mar 28: Draft flyer describing V2020 will be displayed at Candidate's Nite. Juli passed out a draft for comments. Needs to be ready by Mar 28.

c) Archive of past survey reports – Elisabeth has been working on this and reported that she now has copies of all past reports on her computer. Those that are available as paper copies were scanned. Joan Roman said that scanned documents like this cannot be displayed on the Town website for accessibility reasons (i.e. they cannot be converted to text for those with sight impairments). Juli suggested that possibly they can be archived at the library. Meanwhile, Elisabeth is looking at information Joan gave her about tools to convert them to text. There was also a discussion of future reports and what they should look like. Would like to have a more standardized format. Should include information (from the questioning groups) about how the survey data were used. Suggestions of ways to incentivize these groups to provide such info were discussed. For this year's report, Juli needs a volunteer who can take the Survey Monkey data and analyze it with more powerful software tools. Annie suggested Josh Lobel might be willing.

3. Logo brainstorm – Elisabeth led us thru some exercises to design a new Envision Arlington logo.

a) Logo Exploration Exercise -- Words and concepts associated with "Arlington"; imagery and concepts associated with "Envision". Words, concepts and imagery associated with Vision 2020 work and mission.

b) Overview of some familiar logos: graphics tools and what they say; overview of Vision 2020 logo; what it says, with comparison to the words and concepts we listed earlier. One point was that the Vision 2020 logo suggested a transition from the past (old-fashioned font) to modern (clean font, fading to clarity). This was consistent with the original mission in 1993 and we should now think of a new one that is consistent with not only the new name but also the current mission, with the town already modernized in ways envisioned by the original Vision 2020. We'll look for something that can evolve beyond words (e.g. Penguin books example logo) but that can also be used with the words "Envision Arlington" when needed. Homework was to come up with more ideas, around these concepts, for next meeting's brainstorm.

5. Survey 2018 Analysis and Volunteer Follow up - Juli has been reaching out to people who answered the survey with interest in volunteering. She wants to ask a few questions of those interested in governance (provided a draft), e.g. can they come the All Precincts Meeting and might they want to meet in a smaller group afterwards. Also, she spoke with people interested in Culture and Recreation and explained that these will probably be divided into two groups; also needed to explain how Arlington Public Art has now spun off into an independent entity. The online survey had a response of approximately 2000, much less than last year (>6000) but still a healthy response. We will get information about demographics and see if specific groups are less represented this time, then can focus some outreach on them next year. Elisabeth mentioned that, without having to devote the hours to scanning, we can put more time into marketing the survey to explain its purpose and importance. Also, some written comments on the surveys indicated that people need a better explanation of why all important questions aren't represented in any given year.

8. New Business - Juli said we need to have a meeting every June with Task Group leadership. This year we have to deal with the name change, moving toward vision statements from town goals, etc. We should ensure we're all on the same page about Town Day, Planning new banners etc, make sure all Task Groups feel included. Town Day is Sat, Sept 15.

*Submitted by
Sue Doctrow*